



## Webinar: The Role of Data in Fuel Pricing

**In partnership with EdgePetrol, our first webinar went live on January 14.**

**How can retailers use data to increase their profitability? What tools can they use to set accurate fuel prices?**

EdgePetrol and PetrolPlaza partner up to discuss the use of big data and centralizing tools to improve profitability at petrol stations. Price is one of the key elements to drive customers to sites. In the modern age, the game is no longer about cents but about a tenth of a cent.

We will explore the relevant data that site operators should look at for correct fuel pricing and the tools to make pricing as seamless and efficient as possible. Weighted and blended fuel in tanks before making a pricing decision could provide extra earning for a number of retailers at the end of the month.

Date & time: January 14, 2020. 15:00 GMT / 16:00 CET

Register now for the free webinar at:

[https://zoom.us/webinar/register/2515784079655/WN\\_cLCuK2ldQQSsOYmVk659zg](https://zoom.us/webinar/register/2515784079655/WN_cLCuK2ldQQSsOYmVk659zg)